



UNIVERSITY CHRISTIAN CHURCH (DISCIPLES OF CHRIST)

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Rev. Dr. Charles Kutz-Marks
Senior Minister

Rev. Mary Lu Johnston
Minister of Music and
Education

February 28, 2014

BY HAND

Mr. Jeff Jack, Chair
Sign Review Board
City of Austin
Austin, Texas

Re: University Christian Church, Application for Sign Variance

Dear Mr. Jack:

This will provide further explanation and details of how University Christian Church intends manage and operate the sign that is the subject of this proceeding, should a variance be granted. The church believes that allowing the installation of LED technology in the existing monument sign will enable it to more fully inform the pedestrians that pass the corner of W. 21st St. and University Ave. of the varied activities at the church as well as other activities of interest to the community.

Furthermore the church believes that conformance with the intent of the appearance of the sign, as generally described in the UNO guidelines, can be realized and provide the necessary advanced messaging capabilities.

Operation of the sign: The church proposes the following:

- Limit the amount of color on the sign face, so that it has an appearance similar to the photograph accompanying the application, *i.e.*, black letters on a white background. Color would be used as an accent rather than as a background.
- Reasonable limitations on the hours of operation of the sign would be acceptable. We suggest 1:00 am to 6:00 am daily, if limitations are needed, in order to help keep pedestrians from walking into the unlighted sign since it is near the sidewalk.
- The brightness of the sign will be controlled, depending on whether it is daylight or evening. The church does not wish to have a bright, glaring sign at any time, especially during the evening hours. Overall illumination will be moderate at night.
- The overall appearance of the sign will be quiet. Screen changes will be gradual using techniques such as slow dissolves or slow scrolling.

Attached is a dimensioned photograph of the monument structure as it is now. The overall opening for the installation is 32"x55". The message area that will change will be somewhat smaller since the top 4-5" will have a small painted banner across the top reading "University Christian Church", similar to that shown in the photograph.

The church urges the Board to approve this variance application with appropriate conditions, if necessary as outlined above, and we are most appreciative of the Board's time and attention to this matter.

Sincerely yours,

Charles Cooke, Co-Chair
Property Committee

UNIVERSITY CHRISTIAN CHURCH

55"

65"

32"

78 1/2"